Responsible AI for Government Communications

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From writing aids to data analysis, we're seeing hordes of new AI tools flood the market. Obviously, AI should never have unchecked publishing control.

But what does appropriate human oversight look like?

Here are a few ways AI can help government communicators work faster and smarter – while delivering the accurate, unbiased information citizens and lawmakers expect.

Content Creation

AI can:

But humans need to:

Writing | Draft copy based on brand voice and audience needs | Correct inevitable errors and bias

Data visualization | Process complex data into digestible, interactive graphics | Vet sources, choose appropriate visuals, and ensure accessibility

Translation | Localize content for target audiences | Review for idiomatic accuracy and context

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Audience Understanding

AI can: → **But humans need to:**

Sentiment analysis

Rapidly synthesize large volumes of qualitative feedback

Review for and interpret nuance

Predictive personalization

Customize website content based on user behaviors

Oversee responsible data practices around consent and privacy

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Process Improvement

AI can: ⟶ **But humans need to:**

Automated metadata
Consistently tag content to improve findability

Provide training data and validate results

Intelligent search
Simplify search and improve relevance

Continuously optimize underlying information architecture

Accessibility
Analyze images and generate alt text

Control for quality and tone

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Responsible AI Practices

AI should augment – not replace – skilled public servants.

Validate machine learning models thoroughly to avoid bias

Practice transparency on AI policies and safeguards

Maintain human oversight over publishing and public engagement

Proactively address data vulnerabilities

Allow opt-out of chatbots and other AI systems

Introduce AI gradually in targeted applications and monitor and refine over time

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Spire Communications specializes in digital strategies for federal agencies and government contractors.

Have questions about applying AI to augment your agency's communications?

Contact us.

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